

October 17, 2022

Destination Greater Victoria achieves Climate Positive designation from Ostrom Climate

VICTORIA, B.C. - Destination Greater Victoria has achieved a Climate Positive designation from one of North America's leading carbon management solutions providers, Ostrom Climate. It is the first major destination marketing and management organization or convention and visitors bureau in North America to reach this milestone. This official designation follows previous work by Destination Greater Victoria to reduce its greenhouse gas emissions.

Ostrom Climate determines whether an organization is Climate Positive by measuring different 'Scopes' of emissions sources. Scope 1 are direct emissions such as natural gas usage. Scope 2 are indirect emissions such as electricity consumption. Scope 3 are all other indirect emissions, which include air travel, waste and recycling, and employee commute. Once Ostrom Climate has measured an organization's emissions, has set emissions reduction targets and offset its full carbon footprint plus at least an additional ten per cent, it is eligible for the Climate Positive designation. Destination Greater Victoria was granted its 2022 Climate Positive company designation once it met these criteria and offset 110 per cent of 2021 emissions.

The Climate Positive designation is the latest achievement by Destination Greater Victoria to reduce its carbon emissions. In 2018 and 2019, Destination Greater Victoria moved to offset all flight emissions. In 2020, it moved to offset all material emissions and achieved Ostrom Climate's Carbon Neutral designation in 2021.

Through its contribution to high-quality offsets, Destination Greater Victoria supports The Great Bear Forest Carbon Project. The Great Bear Rainforest is home to the largest intact coastal temperate rainforest remaining in the world. The resources of the Great Bear are vast and valuable to the Coastal First Nations, environmental groups, forest companies and governments. Together, these groups have adopted an Ecosystem-Based Management (EBM) approach that values the forest not as a source of lumber alone, but as a balanced system that sustains biodiversity and an enriched community. It is a landmark project for balancing human well-being and ecological integrity through carbon finance and is the first carbon project in North America on traditional territory with unextinguished Aboriginal rights and title.

Ostrom Climate's projects are verified and validated by third parties to ensure that the emissions reductions are real, additional, and permanent. To learn more about Ostrom Climate, see their website here: <https://ostromclimate.com/>

Quotes:

"Destination Greater Victoria aims to align its values with the community it serves. We are fully aware that the principles of sustainability and climate action are important topics in Greater Victoria. For several years, Destination Greater Victoria has been on a systematic journey to measure, reduce and offset its carbon footprint. Today, we are pleased to announce we are a Climate Positive organization. This initiative, along with other initiatives such as creating the IMPACT Sustainability Travel & Tourism Conference and establishing a Sustainability Committee within our governance framework, form a suite of

DESTINATION GREATER VICTORIA

sustainability initiatives. Most importantly, at Destination Greater Victoria we firmly believe and have demonstrated sustainability is good for business outcomes. Organizations and communities can drive good business and sustainability outcomes concurrently.” - Paul Nurse, CEO - Destination Greater Victoria

“I have been involved with Destination Greater Victoria for many years. In this time, I am continually impressed by our members’ and our community’s commitment to economic, social, and environmental sustainability. It is a value, but we also see concrete action by our hotels, restaurants, transportation providers and more. Destination Greater Victoria’s Climate Positive designation from Ostrom Climate and our previous work enhancing sustainability could not have been achieved without this leadership and support. I am proud Destination Greater Victoria remains on the cutting edge of a sustainable visitor economy.” – Darlene Hollstein, Chair – Destination Greater Victoria

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region’s official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

-30-

MEDIA CONTACT: Matthew Holme

Manager of Corporate Communications and Destination Management, Destination Greater Victoria

Cell: 778-871-2545

matthew.holme@tourismvictoria.com

DESTINATION GREATER VICTORIA

Mailing address: Suite 600 – 765 Broughton Street, Victoria, B.C. Canada V8W 1E2

Visitor Centre: 812 Wharf Street, Victoria, B.C. Canada V8W 1T3

www.tourismvictoria.com